

# Development

## Mission Statement

The mission of the Development Department is to provide a variety of economic development, redevelopment, community development and housing programs so that residents and businesses may enjoy economic prosperity and a safe, attractive community environment.

## Major 2001/02 Priorities

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| <ul style="list-style-type: none"> <li>• Arlington Project Area – Magnolia Avenue Streetscape, Van Buren Drive-In area</li> <li>• Casa Blanca Project Area – Madison Streetscape Phase II, Learning Center</li> <li>• Magnolia Center Project Area – Riverside Plaza, Brockton Arcade</li> <li>• University Corridor/Sycamore Canyon Project Area - Phase II of University Village, Town Square, University Avenue</li> <li>• Downtown/Airport Project Area - market retail and restaurant opportunities, Market Street/SR60 (Heliport) site, Downtown promotion, market "Brown Site", Municipal Airport Expansion industrial development</li> <li>• Implement at least 3 new economic development contracts for marketing and advertising.</li> </ul> | <ul style="list-style-type: none"> <li>➤ Improving Neighborhood Livability</li> <li>➤ Economic Development</li> </ul><br><ul style="list-style-type: none"> <li>• Assist at least 12 businesses through business attraction or expansion.</li> <li>• Complete the Overall Economic Development Strategic Planning Process.</li> <li>• Develop and implement the City's Affordable Housing Plan</li> <li>• Monitor subrecipients, including the Riverside Housing Development Corporation, the City's Designated Community Housing Development Organization (CHDO).</li> <li>• Complete the City's Annual Action Plan for FY 2002-2003 and the City's Annual Performance Report (CAPER) for submittal to HUD.</li> <li>• Provide staff and administrative support to the Community Development Advisory Committee (CDAC) and the nine Neighborhood Advisory Committees (NACs).</li> </ul> |
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## **Programs and Program Goals**

### **FY 2001/02**

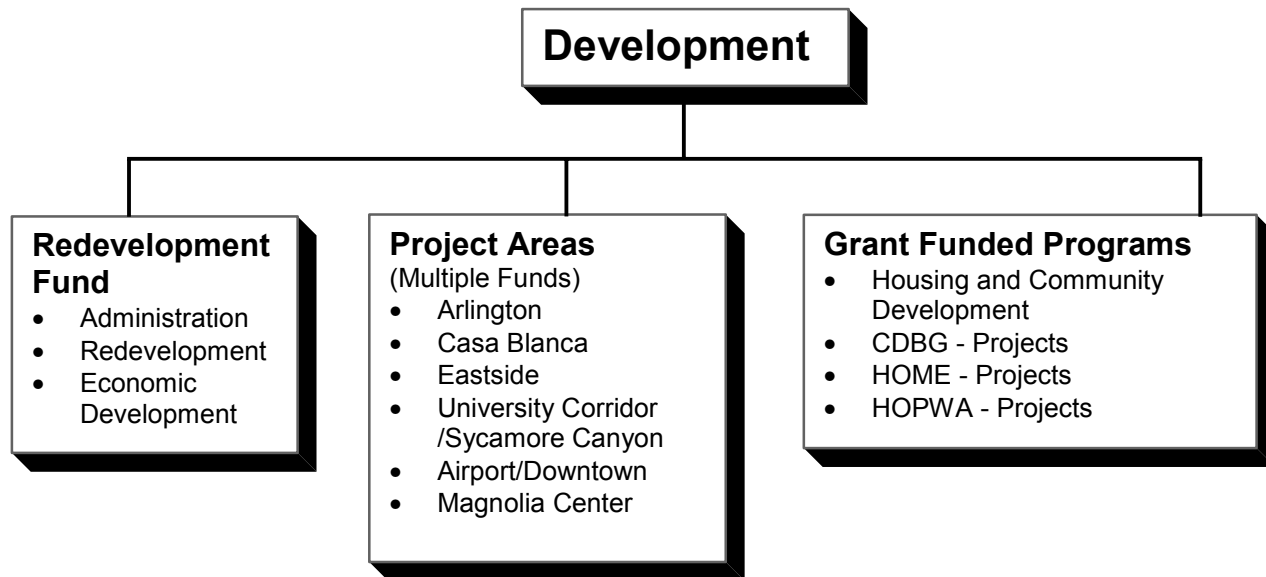
**Finance and Administration:** To provide leadership, administration and fiscal management to the Development Department's programs so that program outcomes are achieved in compliance with federal, state and local objectives and legal reporting requirements.

**Redevelopment:** To stimulate economic investment by participating in real estate-based development projects and public improvements that increase economic vitality and improve physical conditions in target redevelopment project areas for the benefit of the entire city and its residents in order to eliminate physical and economic blight as defined by the California Community Redevelopment Law (CRL).

**Economic Development:** To provide business outreach marketing activities and business attraction, expansion and retention services for new and existing businesses and developers in order to increase private investment, augment job creation, and enhance city revenues.

**Housing and Community Development:** To provide administration and oversight of federal programs, develop affordable housing opportunities, preserve the City's existing affordable housing stock, and administrative support to neighborhood organizations to assist low and moderate income individuals.

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### Description of the Service

The Development Department includes the Redevelopment Agency of the City of Riverside, economic development activities for the City and the federal programs funded by the U.S. Department of Housing and Urban Development (HUD).

The Administration Division provides departmental leadership, financial analysis, project financial structuring, cash flow planning for the Agency's operations and preparation of legally required reports to federal and state agencies.

The Redevelopment Agency promotes activities of a public nature, which promote new development and rehabilitation of existing structures in private and public development projects in the redevelopment project areas of the City. Redevelopment exists to eliminate urban blight, increase the tax base, create more jobs, attract a diversity of people and businesses and encourage preservation of significant historical structures. The Agency has established several project areas within the city: Arlington, Casa Blanca, Magnolia Center, University Corridor/Sycamore Canyon and Downtown/Airport. The Eastside Project Area time limit has expired and the project area is now inactive except for debt service payments.

Economic development activities include business and marketing outreach to retain, expand and attract businesses and jobs in the city. The division also administers numerous economic development programs and services including Enterprise Zone Programs, Industrial Development Bond Program and the Office of Small Business Assistance.

Riverside is an entitlement city for funds from the U.S. Department of Housing and Urban Development. The City receives entitlement funds for Community Development Block Grant (CDBG) and HOME program funds for activities within the City of Riverside. In addition, the City receives Emergency Shelter Grant funds for homeless services and the Housing Opportunities for Persons with Aids (HOPWA) funds the entire area of Riverside and San Bernardino counties. The Housing and Community Development division administers all the entitlement programs as well as the low/moderate housing funds for the Redevelopment Agency.

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### Recent Accomplishments

- Café Sevilla opened in Riverside Marketplace.
- Krispy Kreme Donut shop opened.
- Held the Family Learning Center groundbreaking ceremony in February 2001.
- Goldware Senior Housing Project is under construction and will be completed in approximately May 2002.
- Completed programming of Riverside General Hospital reuse mitigation funds in the Arlington Project Area.
- Completed Phase I of the Brockton Arcade Banner program in the Magnolia Center Project Area.
- U. S. Court of Appeal opened in the Downtown Area.
- Initiated Phase 1A of the Indiana Duplex Rehabilitation Project, scheduled to be completed December 2001.
- Completed the One-Year Action Plan submittal to HUD for FY 2001-2002.
- Initiated citywide lead-base paint abatement plan, including the formation of partnerships and the application for competitive grants.
- Completed the City's fair housing impediment study.
- Economic Development Division assisted in the expansion and attraction of over 40 companies, the creation of over 2600 new jobs in the City, and the addition of \$202 million in potential annual taxable sales in the City.